TEMAC Tribune

October, 1989

General News.....

TEMAC Sets Goals for Future; Forms Relationship with Computer Store

By Brad Gibson - Member of TEMAC Board of Directors

In an effort to increase membership and to enhance the effectiveness of each members Apple computer, The Texoma Mac-Apple Club has set a series of goals for the near term, as well as establish a new relationship with The Computer Store of Wichita Falls.

The TEMAC Board of Directors met in general session in early September to not only set priorities, but to plan programs to achieve goals and solidify certain bylaws as a guideline. Among the major highlights of the bylaws included the approval of yearly membership dues at $15, not allowing employees of retail computer stores to become members of the TEMAC board to protect from conflict of interest, and various points pertaining to the indivdual duties of each board member.

The general session also gave board members the opportunity to voice their opinions and "bounce" ideas off of one another regarding more effective ways to train and educate members and raise money to keep programs such as software training alive. Some of the ways discussed included more detailed newsletters articles on basic uses of Apple computers, inexspensive training classes (such as AppleWorks, ProDOS and Pagemaker) and training videotapes of the classes for home

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Macintosh News.....

Keeping IT Under Control

By Michael Guess - Vice Pres. of Macintosh Enthusiasts of San Antonio, TX

Beginners have been told that the System is like a traffic cop to their Mac's internal stream of communications. Data traffic is routed along digital highways, sometimes with special privileges or protocols. Because of your System's direction, disk drives read and write on cue, printers know what kind of output quality you desire, other devices connected to your Mac know when it's their turn to perform, and your screen even takes on its own personality. As shipped from Apple, your System is in its standard form, but you can customize it to suit your needs.

This tailoring of your System can be done any number of ways. When you first turn on your Mac with your "stock" System it INITializes itself. This INIT procedure is a one-time thing at startup. By dropping an INIT file into your System folder you're instructing your Mac to follow the INITs instructions. A few examples of INITs are the startup screens you may have seen on a friends machine. Everything from cartoon characters, custom artwork, to scanned images from hardcopy greet you after your Mac beeps and gives the "happy face". This little bit of personalizing allows you to take more control of your Mac and its personality.

Another INIT you've probably seen used is the Auto-Black or screen-saver which, after a prescribed time, switches off your screen except for a symbol or graphic which randomly floats around the screen (the most well known of these being "Pyro!"). This is to prevent an unattended screen from permanently burning in whatever's been left there. Several public domain and inexpensive versions are available.

With all the concern about viruses in computing it makes sense to keep your System vigilant against unwanted intruders. When you drop a virus-detecting program in your System folder, you're practicing preventive MacCare.

The anti-virus will search your INITs at startup for anything unhealthy and warn you of the offending virus. Be careful when dropping new INITs into your System folder. It's a good idea to test them with an anti-virus checker before installing.

Your Control Panel lives under the Apple symbol on your menu bar. It's what called a CDEV and allows you to customize your working style on the Mac. Although this is the basics, better explained in your manual (the one you never un-

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MACINTOSH NEWS

IN BRIEF

Ehman Products (available only by mail order), will blow the 2-page Mac monitor business wide open later this month, with the release of a 19-inch mono monitor with controller for $899. Most competitors cost over $1,000. The monitor is made by Hyundai.

Finally! IIci and Portable Rollout to High Enthusiasm

By Brad Gibson - Member of TEMAC Board of Directors

Christmas in September?

Amid pre-release rumors and much premiere fanfare, Apple unwrapped its two newest gifts, the Macintosh Portable and the speed demon Mac IIci, on September 20th at Universal Studios in front of some 5,000 invited guests.

The event was a spectacle in itself—a multimedia presentation starring the two new Macs with a supporting cast that included John Sculley, Apple chairman and CEO and Jean-Louis Gassee, president of Apple products. Sculley welcomed everyone including the 25,000 guests viewing the presentation over satellite hook-ups in locations across the US and in Canada, including those in Dallas at the InfoMart.

Throughout the presentation, all three Apple executives continually stressed the fact that Mac technology is designed for the individual, to make people enjoy getting things done and as a result to make people more productive. Sculley commented: "The best computing experience is only possible for the individual when he or she can focus on what they are doing, not how to do it." Sculley added that this can best be done when computing is consistent throughout the product line.

ATTENTION!!

Don't forget!! We'll be showing a special videotape of the debut of the new Mac computers at our Sat., Oct. 16th user group meeting at the Texas Electric Building beginning at 10 AM. Don't miss this meeting!!

MAC PORTABLE: ON THE GO!

The portable, introduced by Gassee, is a fully functional Macintosh that can handle everything a desktop Mac can do due to both heavy duty material (polycarbonate plastic) used in construction and a different type of battery (lead acid).

The portable features an Active Matrix Liquid Crystal Display screen that has transistors under every pixel to produce sharply defined images. Reaction time is fast so the cursor is not lost in a graphics application. Contrast is very high and does not require backlighting. Therefore, power consumption is relatively low and the screen can be viewed in any light and from wide angles.

The portable's power system is a Motorola CMOS 68000 chip that runs at 16 MHz and has a low power requirement. The unit contains one Mb of static RAM, chosen over dynamic RAM because it consumes less power and retains the contents of memory when the computer is in the "sleep" mode (the computer is completely off but RAM contents are preserved). The unit's lead acid batteries last from 6 to 12 hours (depending upon usage and configuration) and are fully rechargeable. Gassee indicated these batteries were chosen over NiCads because NiCads have too steep a power consumption curve. With these lead batteries, the portable is able to give four levels of low power warning and put

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wrapped), I'll repeat some of the things it allows you to do. Don't like your desktop pattern? Change it in the Panel, or use a third party item (Randomizer) that allows you to import a graphic you can use as your Desktop. Now you can have the Joker staring back at you when you're at the Desktop.

Want to speed up access time? It doesn't matter whether you have a hard disk or not. If you've got a current System 6.0.3 (and assuming your Mac isn't pre-Plus), you can set aside a variable amount of your memory for oftenused instructions, sort of a mini RAM disk. The net result is less time spent going to disk for information, speeding up your actual output. There's been quite a bit written about Apple's version of RAM caching being a little flaky. Some have advised switching it off, especially with applications that don't co-exist very well. If you feel caching is a good thing, but want to take little or no risk, try a third party cache which improves on Apple's (such as Turbo Cache from PLI).

Another extension of your System is the PRER or RDEV. These are Chooser controls. Normally, you'd select your Imagewriter or Laserwriter while in the Chooser. If you're in a working environment and have other than these for printing output, a third-party PRER called MacPaint allows printing from virtually any application on a wide range of devices (laser, inkjet, dot matrix, etc.) with true WYSIWIG at that device's maximum resolution (75, 150, 300 dpi). Orange Micro sells a package consisting of a HP DeskJet, Grappler LS interface and PRER that allows printing 300 dpi laser quality for 1/3 the cost of a Laserwriter.

FKeys are mini-programs like DAs that use Command-Shift-number key combinations to call up utilities, perform certain Finder functions or otherwise substitute a few keystrokes for several mouse-steps. In a nutshell, they're dedicated function keys. Most folks either don't bother with them or they use them inefficiently. Typically, the hassle of building a set of FKeys for your System is wasted if you have more than one System in use.

You've probably tried FKeys 1-4 on your keyboard. They're reserved by Apple for disk ejecting, printing your screen to disk or hardcopy. The remaining six are yours to customize. You can buy commercial ones ready to install or check our PD library for PD and shareware FKeys you can load up on.

The temptation to load up your system (as with DAs) is great, so what can you do? By substituting FKeys for DAs (to save System space) and creating a special menu you can call up FKeys that aren't installed in the System or anywhere else. If you have a hard disk you can use Suitecase or Font/DA Juggler+ to create groupings of FKeys or DAs that allow you to increase that limit considerably. If you don't have a font/DA extender like the two mentioned above, you're best choice is to use Fkeys as a DA substitute. A neat shareware program called FKey Manager allows you to install a suite of programs.

The higher-priced alternative to FKeys (though much more powerful) are applications like QuickKeys and Tempo which allow you to nest commands within commands. If you have used Excel's macros you know how a stroke or two can trigger a whole series of procedures. You can even add time-based macros to your command set; e.g., build in a delay that waits a prescribed amount of time until it prompts the user for an action. Boolean logic (if, and, or, etc.) makes the possibilities of automating your Mac exciting. If you can't afford these applications or don't want to mess with FKeys, Apple has provided a nifty alternative: MacroMaker. It's part of the new System and allows limited automation of your keyboard/mouse actions. I use it extensively for simple operations like expanding windows, switching fonts, creating a startup set, menu substitutes, etc. It uses a tape cassette recorder as a metaphor and is very intuitive to use. I recommend it highly.

Mac Notes

Macintosh News reports that System 7.0 will be released in March of next year. The information, from an internal document, also details a 33Mhz Macintosh will be released at that time. The powerful computer will have six NuBus slots, an 8-bit video chip and a 120-pin direct slot.

Claris Corporation has started a new sales campaign by bundling MacWrite II with MacDraw II, and MacWrite II with FileMaker II, in two seperate bundles priced $150 below the price if both products were purchased seperately.

Microsoft and Apple have teamed up to take on Postscript maker Adobe Systems. Both companies will exchange technology to create their own version of Postscript — a page description language which has become the industry standard for laser printing and desktop publishing. Microsoft will give Apple its Postscript clone to incorporate into software and laser printers while Apple will give Microsoft its outline fonts to employ in its PC system software. The result will be better compatibility between Mac and MS-DOS applications.

Adobe meanwhile lashed back at Apple/Microsoft, possibly making the marriage a mute point by announcing that the proprietary technical specifications behind Postscript will be made available public and free. In this way, Adobe President John Warnock hopes to establish Postscript firmly as the printing standard. That strategy seems to have already worked with one big client, Steve Jobs and Next, Inc. Calling the fight over a printing standard "a political battle", Jobs also said there's no reason "to re-tool the world" when Postscript works just fine. This latest industry "war" is a clear signal at the end of Adobe's dominance of the page description language market which it has ruled with an iron hand for the past five years.

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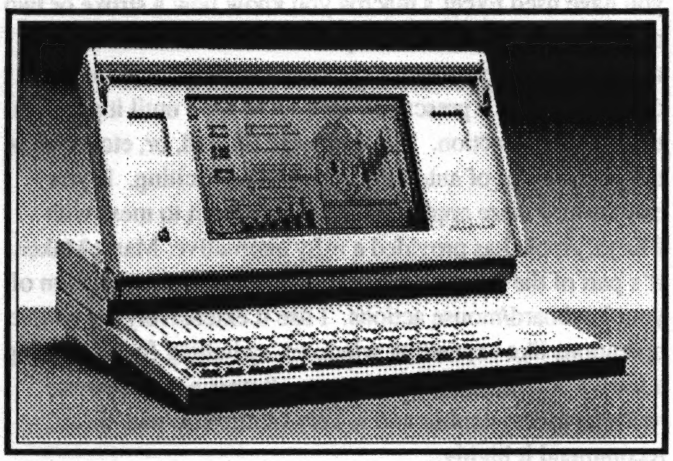
the unit to sleep before power runs out, thus preserving memory.



The all-in-one design of the Apple Mac Portable integrates the CPU, Active Matrix Liquid Crystal Display, keyboard, pointing device, battery and disk storage into a single easy-to-carry package. Photo scanned courtesy The Computer Store

Gassee, who built a portable on stage while thousands looked on, was noticeably excited when talking about the innovative battery technology in the Portable, saying that one of the main goals was solving "battery paranoia".

Besides just providing a long-lasting battery, Apple has added a number of other features to further manage and conserve power. Among them, a separate power management chip which allocates power to system components on an as-needed basis, desk accessories which allow users to set the amount of time before the unit goes into "rest" or "sleep" if left unattended and an auxiliary nine-volt battery will protect data stored in system memory if power is lost or the lead-acid battery needs to be changed.

Other features include a keyboard that can be set up for either left- or right-handed use by putting the track ball (used in place of a mouse for travel) on either side of the keyboard.

Also, the Apple portable has an optional 40Mb hard disk, SuperDrive, all the standard Macintosh ports and stereo sound capability. With 1Mb RAM and SuperDrive floppy, the suggested retail price of the Apple portable is $5,799. The configuration with 1Mb RAM and 40Mb hard disk lists for $6,499.

Many attendees who had commented the portable was too heavy (15.7 lbs with 40Mb hard drive and battery), the wrong size (for an airplane tray) and ache to the wallet were heard later saying that the full functionality of the unit was worth the compromises.

Despite criticism, Apple claims they have already taken 20,000 orders for the Portable. Insiders say Apple can produce only 10,000 per month and with demand for demonstration units still behind, customers may be waiting as long as two months before walking away with the unit. Apple does confirm there is a backlog of Portables.

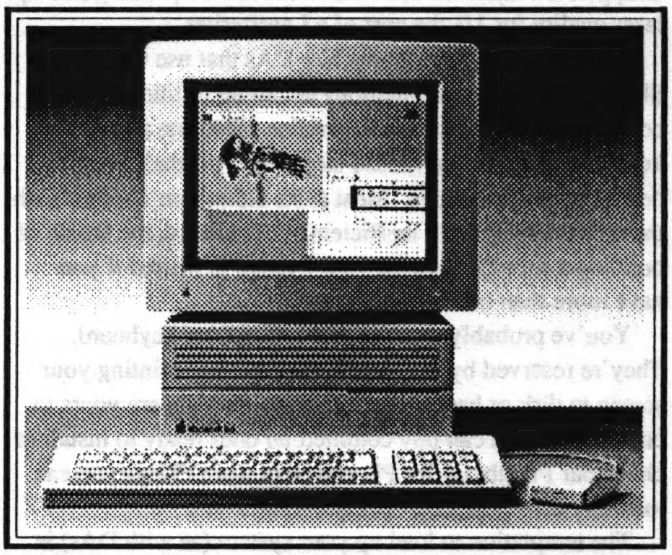
THE MAC IIci: FAST...FASTER...FASTEST.

The Macintosh IIci is the highest performance personal computer Apple has ever shipped delivering up to 55 percent higher performance compared to the Mac IIcx and IIx. Many analysts believe the IIci may be the first Mac with the feel and performance of super workstations, although Apple firmly denies this saying, "Apple is a personal computing company."

The IIci has combination of a Motorola 25 MHz 68030 chip and 68882 floating-point coprocessor. The system has burst-mode RAM that allows the processor to read blocks of memory faster and efficiently. To match the fast clock speed and burst-mode RAM speed, the system uses 80 nanosecond DRAMs. The unit comes with a built-in cache connector so that users can install a cache card to further increase performance by as much as 40 percent. Presently, only one company has available a cache card, but Apple plans to announce their own in early 1990.

Mac IIci has a built-in video capability to drive a 640x480 or 640x870 pixel screen so users can connect a monitor without using a monitor card. It also frees up a NuBus slot and increases system flexibility. The system has 512K ROM which when used with System 7 will be able to address up to 4 gigabytes of memory.

Suggested retail prices for various configurations of the Mac IIci include $6,269 for system with 1Mb RAM/ SuperDrive, $6,969 for 1Mb RAM/40Mb hard disk, $8,669 for 4Mb RAM/80Mb hard disk and $9,152 for 4Mb RAM/ 80Mb hard disk.



The Mac IIci is a high performance version of the IIcx system. It features a 68030 processor, running at 25Mhz. It is shown here with the 13-inch RGB monitor. Photo scanned courtesy The Computer Store

The bottom line on Apple's latest roll out is the release of two well conceived products that fill in many of the gaps. John Sculley might have put it best when he said, "Everything we do revolves around closing the gap between the individual and technology—creating powerful tools that amplify human abilities and extend our reach."

APPLE II NEWS

IN BRIEF

Beginning with this issue, contributing writer Ray McCaffity will be offering various hints & tips each month for Apple II users to use. The majority of ideas can be used on all the machines in the Apple II family, but each story will be clearly marked as to what machines they work with.

PRODOS vs. DOS 3.3 - Part 1

By Ray McCaffity - Member of TEMAC Board of Directors

From 1978 to 1984, the primary disk operating system for the Apple II family was Apple DOS. Throughout its first six years of existence, DOS has gone through a number of changes, culminating in its final version, DOS 3.3. DOS was originally designed primarily to support the BASIC programmer, but has since been adopted by assembly language programmers and by the majority of Apple users for a variety of applications.

THE DEFICIENCIES OF DOS

Although it is a flexible and easy to use operating system, DOS suffers from many weaknesses. Among these are:

DOS is slow. Since each byte read from the disk is copied between memory buffers up to three times, a large portion of the actual overhead in reading data from the disk is in processor manipulation after the data has been read. To circumvent this, several "fast DOS" packages have been marketed by third parties which heavily modify DOS to prevent multiple buffering under certain circumstances.

DOS is device dependent. When DOS was developed, the only mass storage device for the Apple was the Disk II diskette drive. Now that diskette drives with increased capacity and hard disks are available, a more device independent file organization is needed. DOS is limited in the number of files which can be stored on a diskette as well as their maximum size. These are significant drawbacks when a hard disk with five million bytes or more is used. Over the years, new hardware has been introduced by Apple and other manufacturers which DOS does not intrinsically support. The Apple IIe with its 80-column card and the Thunderclock are examples.

DOS is difficult to customize. There are a few external "hooks" provided to allow system programmers the opportunity to personalize the operating system to special applications. For example, a new command cannot be added to DOS without version dependent patches.

DOS file structures and system calls are incompatible with other operating systems. Each operating system Apple has announced in the past has had its own way of organizing data on a diskette. There is no compatibility between DOS, SOS, GS/OS, and the Apple Pascal system. This means special utilities must be written to move data between these systems and that applications developed in one environment will not run without major modifications under any other system.

DOS does not provide a consistent mechanism for supporting multiple peripherals which can generate hardware interrupts. In the past, various manufacturers have implemented interrupt handlers on their own, often resulting in incompatibilities between their devices.

DOS provides little standardization of memory use and of operating system interfaces. Most "interesting" locations within DOS are internalized and therefore not officially available to the programmer. Also, since there is no standard way to set aside portions of memory for specific applications, it is difficult to put a program in a "safe" place so that it may co-reside with another application.

Although DOS allows most of its commands to be executed from within a BASIC

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program, additional function is needed. Under DOS, there is no way to conveniently read a file directory from a BASIC program, or to save and restore Applesoft's variables, for example. Likewise, the implementation of program CHAINing is not integrated into DOS.

Additional functions under DOS which would also be desirable (to name only a few) are: display of the amount of freespace left on a diskette; a way to show the address and length parameters stored with a binary file; and a way to create unbootable data disks to increase storage space for user files.

ENTER ProDOS

In January 1984, Apple introduced a new disk operating system for its Apple II family of computers. ProDOS is intended to replace DOS 3.3 as the standard Apple II operating system, and it is now being shipped with all new Disk II drives instead of DOS. Although, on the surface, ProDOS is very similar in appearance to DOS 3.3, it represents a major redesign and is a new and separate system. From the beginning, ProDOS addresses all of DOS's weaknesses mentioned above:

ProDOS is up to eight times faster than DOS in disk access. A new "Direct read" mode has been implemented which allows multisector reads to be performed directly from the disk to the programmer's buffer without multiple buffering within ProDOS itself. When performing direct reads, ProDOS can transfer data from the diskette at a rate of eight kilobytes per second (at best, DOS can read one kilobyte per second). Even when reading small amounts of data from the disk, ProDOS does less multiple buffering than does DOS.

ProDOS provides a device independent interface to "foreign" mass storage devices. The concept of a hierarchically organized disk "volume" was created to allow for large capacity devices, and vectors are provided to allow device drivers for non-standard disks to be integrated into ProDOS. Directories may be dynamically expanded to unlimited size to allow for large numbers of files, and an individual file may now occupy up to 16 million bytes of space on a volume. The largest volume which can be supported is 32 million bytes. Device driver support has also been provided for calendar/clock peripherals, allowing time and date stamping of files, and support for the Apple IIe and IIc 80-column hardware is a part of ProDOS.

Learning from it's mistakes with DOS, Apple has externalized as many ProDOS functions as possible through well defined system calls. In addition to standard file management system calls, interfaces are provided to support user written commands from within an assembly language program.

The ProDOS file and volume structure is nearly identical to that of the Apple III SOS operating system. There are even strong similarities between ProDOS system calls and those on Apple's Macintosh! A ProDOS volume may be accessed from SOS directly without the need for a special utility program. ProDOS system calls are a large subset of those offered under SOS, and applications may be developed which will easily port between the two operating systems.

ProDOS defines a protocol which interrupting devices may use to coexist harmoniously in the same machine. Up to four interrupt drivers may be installed in ProDOS, and each device need not know that the others exist.

Most system locations of general interest have been placed in externally accessible areas of memory called global pages. Through a global page, a user written program can obtain the current ProDOS version number, the most recent values entered on a ProDOS command line, or the configuration of the current hardware including the machine type, memory size, and contents of the peripheral card slots. In addition, a voluntary system has been provided to "fence-off" portions of memory for special uses by marking a memory bit map in the system global page.

New support has been provided under ProDOS for BASIC programmers. A BASIC program can now read a directory file, make a "snapshot" of it's variables on disk and later restore them, and chain between programs, preserving the variables.

The CATALOG command under ProDOS displays the address and length values on binary files as well as the space remaining on a disk volume.

A new "smart" RUN command ("-") has been added which will automatically perform the function of a RUN, EXEC or BRUN as appropriate depending upon the type of file being RUN.

The assembly language interface has been expanded to include obtaining and updating statistical information about a file, moving the end of file mark in a file, allowing line-at-a-time reads versus byte stream reads, determining the names of diskettes mounted in online drives, and creating new files or directories. In addition, entry points are included to allow applications to pass control from program to program and to allocate memory.

The language independent, file management portion of ProDOS (the Kernel), is a separate unit from the BASIC support routines. Applications may be written which reclaim the memory normally occupied by BASIC support routines.

All ProDOS utilities are menu oriented with enhanced user interfaces.

Owners of the Extended 80-column card in an Apple IIe have access to a 64K "RAM/electronic disk drive" under ProDOS. Date stored there may be accessed almost instantaneously allowing much more efficient loading and storing of programs and data.

Applesoft string "garbage collection" has been rewritten under ProDOS, and is now many times faster and more efficient.

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Files may be restricted or "locked" by type of access. Read only files may be established, or files which may be written but not destroyed, for example.

The binary save (BSAVE) command has been enhanced under ProDOS. BSAVEs into existing binary files whose A and/or L keywords are omitted will use the current values of the target file. Also, other file types besides BIN files may be BLOADed and BSAVEd, allowing direct modification at a byte-by-byte level. (For example, one can BLOAD a text file and examine it in memory, making modifications to the hex image.)

The record length of a random access text file is now stored with the file, allowing subsequent BASIC programs to access it without knowing its record length.

Data disk volumes may now be created which do not contain an image of the operating system. ProDOS makes more efficient use of the disk, resulting in slightly more user storage for files.

More information about a file is stored in the directory entry under ProDOS than under DOS. The length of a binary or Applesoft file, for example, is stored in the directory not in the file itself.

The manner in which the ProDOS BASIC Interpreter intercepts a BASIC program's command lines has been improved and is more reliable. It is now very difficult to "disconnect" ProDOS as could occur under DOS.

More file types (256) are available under ProDOS. Some are "user definable."

WHAT YOU GIVE UP WITH ProDOS

ProDOS is not for everyone. There are a number of disadvantages to moving from DOS to ProDOS:

Most assembly language programs which ran under DOS will have to be rewritten for ProDOS. The file management interfaces are completely different, and the "PRINT control-D" mechanism which worked from assembly language under DOS no longer works under ProDOS.

Apple's older version of BASIC, Integer BASIC, is not supported under ProDOS. Indeed, Applesoft must be in the motherboard ROMs for the ProDOS BASIC Interpreter to work at all. This means that only the ProDOS Kernel, used in a standalone, run-time environment, will run on an original, Integer Apple II. It is likely that someone (probably not Apple) will soon market an Integer BASIC interpreter for ProDOS however.

ProDOS requires 64k to support BASIC programming and commands. It can be made to run in 48K for run-time assembly language applications, but 64k is required to run the BASIC Interpreter which incorporates all of the ProDOS commands (e.g. CATALOG, BLOAD,etc.).

Under BASIC, less memory is available to the program. Under DOS, HIMEM was set at $9600 with three file buffers built in DOS. Under ProDOS, HIMEM is moved down and 1K less memory is available. Likewise, since the Kernel occupies the Language Card (or bank switched memory), this space may not be used for other purposes. (DOS could be relocated into the language card to make more space available to BASIC programs. Also, Applesoft enhancement aid programs typically are loaded into the language card's alternate 4K bank under DOS. This is where ProDOS stores its Quit code now.)

ProDOS only maintains a single directory prefix for all volumes, rather than remembering a default prefix for each volume. Hence, diskette swapping and access to multiple volumes at once can be cumbersome.

Although the pathname for a file may be 64 characters, the actual name of a file may be only 15 characters, and may not include any special characters or blanks (other than "period"). 30 characters were permitted under DOS.

Under DOS, up to 16 files may be opened concurrently by a BASIC program. Under ProDOS, only eight files may be opened at once. Also, an open file "costs" 595 bytes under DOS; under ProDOS, a 1024-byte buffer is allocated.

BASIC programs which are computationally oriented will run about four percent slower on ProDOS than they did under DOS. This is because the ProDOS BASIC Interpreter leaves Applesoft TRACE running (invisibly) at all times so that it can monitor the execution of the program and perform garbage collection and disk commands. On the other hand, if strings or disk accesses are used, this degradation of performance will be more than offset by improvements in these areas.

Several DOS commands have been removed, including NOMON, MON, and VERIFY. There is now no way to see the commands in an EXEC file as they are executed.

If a ProDOS directory is destroyed, it is harder to reconstruct than was the DOS CATALOG track. More information is stored in the directory making it harder to identify a file's type by examining its data blocks. Also, since seedling files do not have index blocks (similar to DOS Track/Sector Lists), they are almost impossible to find once their directory entries are gone.

There are a few other minor differences between ProDOS and DOS which are worth noting:

The BRUN command now calls the target program rather than jumping to it as did DOS. The invoked program may return to ProDOS via a return subroutine.

CLOSE will not produce an error message if the file named is not currently open.

APPEND implies WRITE. It's not necessary to follow an APPEND command with a WRITE command in a BASIC program.

ASCII text in ProDOS directory entries or TXT files is stored with the most significant bit off.

Now that this has all been explained, Apple is unofficially releasing a new version of ProDOS that will probably make all this information obsolete. Only the future will tell.

AppleFest Notes

Rumors abound that the Apple II is a dead machine and the 1989 San Francisco Applefest did nothing to change this notion. While last month's show was visited by almost 20,000, many attendees said there seemed to be a lack of excitement...from the half empty exhibition floor to the totally empty press room. Two years ago, Brooks Hall, the site of Applefest, was brimming with exhibitors on two floors. This year, not even all of the main exhibition hall was used.

The exhibits themselves showed the malaise in the Apple II world. There were many booths selling discount software and hardware while other booths were dedicated to selling non-computer items including encyclopedias and large wooden pencils. Among the major no-shows were Mediagenic, Claris, CompuServe, and GEnie.

About half the software publishers were exhibiting software for the school market. Sierra On-Line, Broderbund, Accolade, WordPerfect, Britannica Software, and The Learning Company, had small booths. At least a third of the exhibits, including Apple's own booth, were demonstrating Macintosh hardware and software.

As part of his opening keymote presentation, Jean-Louis Gassee, president of Apple Products, showed off a number of products, including the Video Keyboard, and an Apple Desktop Bus peripheral that lets handicapped users control the cursor with head movements and breath.

In a question-and-answer session, developers voiced their anxieties about the fate of the Apple II family. Asked about reports that IIGS production will end in 1992, Gassee said, "I can't comment on marketing strategy, but if that rumor is true, there will be some angry engineers at Apple."

When asked about the possibility of a Mac for less than $1,000, Gassee said, "We are committed to the low end of our product line, but it is difficult. We don't want to make a cheap machine. We want an inexspensive one."

Gassee's became noticeable upset when a developer held up a board that he claimed would increase the speed of the IIGS. The developer said that Apple has ignored his attempts to contact the company. Gassee countered, "I take this personally. Apple rigorously tests all its products, and if this was possible, we would have done it. Besides, I have never recieved a message from you." At that point, Gassee walked off the stage.

A number of new products were introduced at AppleFest:

Practical Solutions has announced its plans to ship its new Cordless Mouse October 20, 1989. Compatible with all Macintosh and Apple IIgs computers, The Cordless Mouse utilizes infrared signal transmission to be operated from up to five feet away from its base receiver.

The Cordless Mouse eliminates the need for cables, while providing faster and smoother mouse movement.

The Cordless Mouse features a sleek, lightweight, contoured design allowing ease of use for both right- and left-handed operators. Using an 8-bit, 12 MHz CMOS CPU, The Cordless Mouse provides a high resolution of over 200 cpi and a tracking speed of up to 600 mm/sec. The Cordless Mouse also has an automatic shutoff to extend battery life (two "AAA" batteries required). No special gridplate or mousepad is necessary.

The Cordless Mouse will have a suggested retail price of $149.95.

CMS Enhancements introduced a removable hard drive system for the Apple IIGS and IIe at the San Francisco Applefest here. The compact unit weighs seven pounds and consists of the removable cartridge and an interface card. The removable cartridges weigh about 8 ounces and can hold 44 megabytes of data.

Additional cartridges cost $100. The cartridges look much like a floppy disk and eject easily from the unit.

The hard drive system, (A2S Series Removable) may be daisy-chained with other SCSI device. The system lists for $1,625 but was being sold on the floor by CMS for $799.

The same unit can be used by a Macintosh. The Macintosh unit, without the interface card, sells for $1,525. Since cartridges can be removed, there is no reason why the same unit could not be shared by both an Apple II and a Macintosh. Cartridges can be reformatted for use by either computer.

Apple Computer is working with Video Production Controls, a Boston- based video production house, to develop a toolkit for the Apple IIGS computer that will allow software developers to incorporate videotape controls into their computer programs.

Bernard Gifford, Apple's vice president of education, demonstrated a desk accessory that uses the toolkit during his Saturday morning presentation.

The VidClip IIGS Developer's Toolkit is a software and cable package that allows the software developers to create programs that allow videotape to be searched, logged, organized, assembled, and played directly from the Apple IIGS. The toolkit uses the control-L and Control-S protocols found in most Sony consumer VCRs and camcorders. The cable connects the VCR to the serial port of the Apple IIGS.

The toolkit is expected to be available later this fall through the Apple Programmers and Devleopers Association (APDA), which can be reached in the U.S. by calling toll-free 800-282-2732, or directly from Video Production Controls in Boston.

In a show filled with me-too software, one program stood out for its unique use of computers. Positively Rewarding bills itself as "an effective program for reinforcing positive behavior." The program, based loosely on the behavioral theories of B.F. Skinner, was designed by Glenn Thomas, a clinical social worker. It is intended to alter the behavior of children from four to high school age.

GENERAL NEWS

Kawasaki Pulls No Punches in Serious Reflections of Apple

By Brad Gibson - Member of TEMAC Board of Directors

Computer owners are always reading. Reading boring, highly technical books. Reading long-winded articles in magazines that look the same every month. Reading all the time for the sake of our computers and not so much for ourselves.

But now, there's a book written more for US — ABOUT our computers — and this time it's funny, entertaining, but informing. THE MACINTOSH WAY by former Apple software product manager Guy Kawasaki, is a incredibly funny, witty, but insightful look at not only Apple as a computer company, but its customers, its competition and everything in between, AND YOU DON'T HAVE TO OWN A MACINTOSH TO ENJOY THIS BOOK! In between all the humorous anecdotes you'll learn a lot about the computer business, and in many cases, will find out what's wrong with it and how software and hardware companies should actually be treating their customers.

In reading this book, it was impossible to come up with my favorite part. There are so many funny little things buried in every paragraph. But if I didn't know any better, I would have thought Kawasaki was taking the opportunity to jab at some of the biggest in the business (Example: "Bill Gates (Microsoft founder) is a tweak.....He will kill anyone who gets in his way. Not only big companies like Ashton-Tate but small companies like T/Maker. To ruin the market for T/Maker's word processor, Microsoft sold inexpensive upgrades to an upcoming version of Word when T/Maker was about to ship their product.....I'd love to see someone knock him off his pedestal.....Put your head in a vise. Squeeze it as tight as you can stand. This is what it is like to compete with Microsoft.).

Of the 17 chapters, probably the most informative is Chapter 2....Macintosh Days:

Q. How many Macintosh Division employees do you need to change a light bulb?
A. One. He holds the light bulb up and lets the universe revolve around him.
The employees of the Apple II Division

Macintosh is an example of how a person can get disgusted with mediocrity, do the right thing, and achieve extraordinary success. Essentially, Steve Jobs couldn't stand existing personal computers, did his own thing, and found (to his relief) that others agreed with him. In retrospect he was a visionary, but when he was creating Macintosh, his actions were natural and obvious to him.

Mediocrity - the antagonist - was IBM and MS-DOS. They stood for a status quo that few people noticed and most saw no reason to change. Steve challenged the status quo and put something into motion that grew larger than anyone envisioned. Macintosh started as a computer. It became a cult. Then a phenomenon. Then a standard. Now it is a way of doing business.

The development and introduction of Macintosh provides many examples of doing the right thing and doing things right. The history of Macintosh is conveniently documented

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elsewhere, so I will provide the perspective of someone in the Macintosh Division. Admittedly, I was captured by the Mac phenomenon even as I was helping to create it.

On January 23, 1984, Apple ran a teaser ad during the Super Bowl called "1984." It depicted a young, athletic woman disrupting a Big Brother rally. The introduction of Macintosh, the ad predicted, would mean that "1984 won't be like 1984."

The next day Steve Jobs, as only Steve Jobs could, unveiled Macintosh to 2,000 rabid Apple employees, shareholders, and fans at the Flint Center of DeAnza College in Cupertino.

.....The Macintosh Division had a seating area reserved in the front of the auditorium. I'll never forget the special feeling of being able to sit there with the people who created Macintosh like Brian Howard, Bill Atkinson, Andy Hertzfeld, Burrel Smith, Joanna Hoffman, Steve Capps, and Bruce Horn. I'll also never forget the thrill of seeing my name on the screen when each Macintosh Division employee was listed in slides at the end of the presentation.

Every story you heard about the Macintosh Division is true. We were the hand-picked children of Steve Jobs. The industry joke was, "What is the difference between Apple and the Cub Scouts?" The answer: "The Cub Scouts have adult supervision." It was like playing pinball only you were the ball.

On Thursdays and Fridays, masseuses came into our building and gave us massages at our desks. There was a Bosendorfer grand piano in the atrium of our building. It went along with $10,000 speakers and a CD player (back when CD players were still exotic).

Unlike any other part of Apple, the Macintosh Division flew first class if the trip was more than three hours long. I interpreted the three hours to start from the time I left my apartment, so I flew first class everywhere. We had unlimited supplies of freshly squeezed orange juice. There were Ansel Adams originals in the lobby.

Steve kept his BMW motorcycle near the lobby, though I never saw him ride it. He regarded the motorcycle as "living art" — not a means of transportation. We contemplated installing a washer and dryer in the building so we could do our laundry while we worked. We even thought about building a sushi bar so we wouldn't have to go out for lunch.

.....Our division shared a dream, the Macintosh Dream, of changing the world by bringing computers to more people so they could improve their personal creativity and enrich their lives. We all thought we were going to change the world with our little computer and worked 90 hours a week to do it.

.....A common misinterpretation of the excesses of our division is that the special treatment motivated us. Nothing could be further from the truth. Steve motivated us. He wielded a unique ability to make you feel like a god or like a bozo. (In Steve's eyes, there are only two kinds of people.) The excesses — fresh orange juice, massages and flying first class — merely reinforced the importance of our mission.

Working for Steve was a terrifying and addictive experience. He would tell you that your work, your ideas, and sometimes your existence were worthless right to your face, right in front of everyone. Watching him crucify someone scared you into working incredibly long hours.

Working for Steve was also ecstasy. Once in a while he would tell you that you were great, and that made it all worth it. Watching him sanctify someone motivated you to exceed your capabilities. It wasn't exactly Theory Z, but it did produce Macintosh.

.....Steve's idea of Management By Wandering Around (MBWA) was to go up to a person and say, "I think Guy is a bozo. What do you think?" If you agreed, he'd go on to the next person and would say, "I think Guy is a bozo. Mike agrees with me. What do you think?"

If you disagreed and said Guy was great, Steve would go to the next person and say, "I think Guy is great. Mike does too. What do you think?" It wasn't exactly what Tom Peters would prescribe as a management feedback process.

We were totally convinced, though, that we were doing the right thing. George Crow, a hardware engineer, and Bob Belleville, director of engineering, were so convinced that they convinced that they risked their careers by subverting Steve. They believed that the right disk drive to use in Macintoshes was a 3 1/2-inch Sony drive and continued to work with Sony despite Steve's decision to use an alternate manufacturer called Alps. George and Larry Kenyon once hid the Sony disk drive engineer in a closet when Steve popped into the lab at an unexpected time.

We were having a great time, but Macintosh wasn't selling that well. The Apple II was paying our way. Although 250,000 Macintoshes were sold in the first year, we forcasted total first-year sales of 425,000 units and monthly run rates of 40,000-65,000 by the end of 1984. .....Business clearly did not accept a 128K Mac with no software as an alternative to the IBM PC. It took four years — until 1988 — to achieve the 1984 sales forecasts.

In the fall of 1984, we introduced a marketing promotion called "Test Drive a Macintosh" to improve sales. This promotion enabled Apple dealers to loan Macs to customers for a test drive. .....It was a good idea, but the timing was all wrong because dealers didn't want the hassle of administering the loaner units during the busy Christmas season.

Looking back on 1984, the amazing thing was not our optimistic projection, but that we were able to sell 250,000 units of a 128K computer with no software or hard disk. If history is recorded correctly, Mike Murray and other division zealots like Joanna Hoffman and John Rizzo will be remembered as people who changed personal computing forever with innovative ideas like Test Drive a Macintosh. Within six months of the introduction, the whole world knew about this easy-to-use computer with a graphic interface called Macintosh.

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During the '85 Super Bowl, Apple ran another commercial called "Lemmings." The ad antagonized many business people because it portrayed them as lemmings jumping off a cliff unless they "looked into the Macintosh Office." Rather than stunning the audience like "1984," it displayed Apple's self-delusions to millions of viewers. The commercial bombed.

The Macintosh Office was our vision of business people working in small groups of 5 to 25. It was made up of four primary components: Macintoshes, the AppleTalk network, peripherals like laser printers, and productivity applications. These "workgroups," as well called them, would be able to work more productively by sharing information and resources when tied together by a network.

.....The problem is that it was missing a fileserver — a device that acts something like a traffic cop and a shared storage device for a network. Early prototypes were showen, but the fileserver was not even close to being completed. Because of this, Jean-Louise Gassee, then general manager of Apple France, refused to introduce the Mac Office in France. In his words, it was the "Macintosh Orifice." A fileserver didn't ship until 1987.

The LaserWriter was the best part of the Macintosh Office. The LaserWriter showed the distinct advantage of owning a Mac, and it saved Macintosh and enabled Apple to reemerge from 1985. Everyone takes the LaserWriter for granted today, but most of Apple fought against its creation. Many people, myself included, thought it was nuts to design a $7,000 printer — a Lisa without a monitor if you will (....Lisa represented much of the technology found in today's Macs. Lisa became "Macintosh XL". XL stood for "Extra Large," "Extra Late," or "Extra Lisas" (in inventory)). Ironically, most of Apple fought against the very thing that probably saved it.

In June, 1985 Apple was ripped up and changed from a product division structure (Mac, Apple II) to a functional organization (development, marketing and manufacturing). In the process 1,200 employees were laid off. The Steve & John Show also ended in a Greek tragedy.

....I was one of the middle managers who sculpted the reorganization, includiing selecting the employees who would be laid off and those who would stay. We brought our org charts to a large conference room and wrote names on a white board. The people whose names weren't on the board at the end of two days of meetings were laid off. It was like being master of ceremonies at a massive funeral, and I never want to go through an experience like that again.

The Lemmings commercial was run backwards at the Apple sales conference in August, 1985 in San Diego. The tag line this time was, "1986 won't be like 1985." It was correct because the introduction of PageMaker in July, 1985 and the introduction of the Mac Plus in January, 1986 catalyzed the Ascension of Macintosh.

The creation of a new market called Desktop Publishing along with a faster, larger capacity Mac sparked an acceleration in Mac sales. Also, the amount of Macintosh software was doubling every year. After that, it was easy. How hard could it be when you had the best computer and the best collection of software?

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TEMAC Sets Goals continued from Page 1

viewing. The board agreed that a small minimal charge (approx $10) should be charged for classes and videotapes.

Ways which were discussed to raise funds for overall TEMAC programs included the sale of diskettes to not only TEMAC members but the public at large, area car washes which would not only raise money but promote our name to the general public, and the sale of modems to members only.

The 10-member board was in total agreement that a number of more pressing goals needed to be accomplished before action could be taken on farther reaching programs. Among these included a grass roots effort to find and solicite new members, a more effective way to communicate among board members, and better methods of keeping track of financial transactions for the group. Since this meeting, all fundamental goals have been put into action, such as the mass mailing of newsletters to potential members in an effort to show them more about TEMAC, the designing of a new TEMAC brochure, the designing of a new TEMAC logo (to be debuted next month on the front cover of the **TEMAC TRIBUNE**), the designing of a new database on the TEMAC BBS for board members to leave private mail and search a membership database, and the transfer of control of the clubs bank account from president to treasurer.

The board was in total agreement that better relations must be attempted between the only Apple dealer in Wichita Falls and TEMAC. After detailed discussions with Computer Store owner Gene Holley regarding ways in which both parties could benefit from a partnership, both agreed to promote each other including a 15 percent discount off of retail hardware/software for TEMAC members, the promotion of TEMAC by Computer Store employees, as well as the promotion of The Computer Store by TEMAC members, and possible assistant to store customers by members.

All parties agreed the relationship should start slowly and should be reviewed on a regular basis in an effort to make it "a two way street". While TEMAC cannot control the comments of members regarding where individuals should shop for Apple equipment, president Freddie Cooper did comment that the group as a whole would be fair in promoting members to "buy at home", or in this case, at their local computer outlet.

We're TEMAC.....and We're YOU!!

Texoma Mac-Apple Club (TEMAC) is a non-profit organization for Apple computer owners. Membership is open to anyone, but specifically caters to the interests of Apple computer owners. Although we have ties with Apple Computer, the views and opinions expressed at meetings and in this newsletter, do not reflect those of Apple Computer. Apple Computer Inc. and the Apple Logo are trademarks of Apple Computer Corp. TEMAC solicits newsletter exchanges with other Mac-Apple user groups. Furthermore, any portion or contents of this newsletter may be reprinted provided proper credit is given to author, title and/or source.

Texoma Mac-Apple Club meets on the second and last Saturday of every month at the TU Electric Building at the corner of Ninth and Scott. The meetings begin at 10AM. Meetings are open to all members and newcomers may attend two meetings before paying membership dues. Membership dues are $15 a year. Membership entitles you to the following benefits:

- Monthly newsletter
- Access to Computer Bulletin Board
- Access to Public Domain Library
- Hardware and software discounts
- Free technical advice and assistance
- Periodic training classes

Interested in joining TEMAC? Call Freddie Cooper at 855-5741, Brad Gibson at 696-5909 or Janis Meacham at 855-4464.

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NEXT USER GROUP MEETING

Sat., October 14th and Sat., October 28th at 10 AM

TU Electric Bldg. (9th & Scott)